



# Microwaves in France

February 2026

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Mature market faces pressure from multifunctional alternatives and cautious consumer spending

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#### INDUSTRY PERFORMANCE

Consumers delay replacement purchases due to economic uncertainty

Freestanding models dominate due to flexibility and convenience

Air fryers pose a significant threat to microwave sales

Chart 3 - A Mature Category of Microwaves

#### WHAT'S NEXT?

Consumers continue to delay replacement purchases due to economic uncertainty

Freestanding models remain dominant despite built-in growth

Competition from air fryers and multifunctional ovens to persist

#### COMPETITIVE LANDSCAPE

Private label leads microwaves market with competitive pricing

No major disruptions expected from mergers or new launches

#### CHANNELS

Appliances and electronics specialists lead microwave distribution

Retail e-commerce drives growth with competitive pricing

No new retail concepts or collaborations emerge

#### PRODUCTS

Economic factors and competition limit microwaves growth

Flexibility and convenience drive freestanding microwave sales

Modest recovery forecast with built-in microwaves leading growth

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[Consumer Appliances in France - Industry Overview](#)

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### KEY DATA FINDINGS

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#### INDUSTRY PERFORMANCE

Sluggish housing market constrains major appliances demand

Large cooking appliances retain leading position

Multifunctionality supports growth in small appliances

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Large cooking appliances maintain dominance through built-in trends

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## CHANNELS

Appliance specialists and online retailers drive sales growth  
Retail e-commerce gains traction through competitive pricing  
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